



Why Obesity, Why Childhood Obesity?

- Serious, visible, costly, preventable, politically critical - pooh-poohed no longer
- Its correction requires addressing multiple underlying public health problems simultaneously:
 - Poor nutrition, physical inactivity, food insecurity, health disparities, mental health, social norms, and social determinants of ill-health
- Must be smart, nimble, coordinated, comprehensive, multi-level, multi-component, sustainable, and leveraged

Reports from the Institute of Medicine (IoM)

- 2005: *Preventing Childhood Obesity*
- 2006: *Food Marketing to Children and Youth*
- 2007: *Progress in Childhood Preventing Obesity*
- 2009: *Local Government Actions to Prevent Childhood Obesity*
- 2010: *Bridging the Evidence Gap in Obesity Prevention*

Sponsors of Reports, Drivers of Change

- Robert Wood Johnson Foundation
- Centers for Disease Control and Prevention
- Kaiser Permanente, the National Convergence
- National Alliance for Nutrition and Activity (NANA)
- Trust for America's Health (annual *F as in Fat* reports)
- Calls to Action: Center for the Study of the Presidency and Congress, Retired Military Leaders, Other Business and Policy Bodies
- Child Nutrition/WIC Reauthorization

CDC "Pillars" for Preventing Obesity

- ↑ Fruits and Vegetables
- ↑ Physical Activity
- ↑ Breast Feeding
- ↓ Sugar-Sweetened Beverages
- ↓ Low-nutrient, Calorie-dense Foods
- ↓ Screen Time
- ↓ (Food Insecurity)

ARRA—American Recovery and Reinvestment Act (CDC--2009)

- Cities, Counties, States (2 years)
- "Evidence-based Interventions" using the
- "MAPPS" elements
 - M—media
 - A—access
 - P—promotion
 - P—price
 - S—social support

Health Care Reform (2010) ~ 20 Sections Concern Prevention

- Prevention and Public Health Fund
- Community Transformation Grants
- Children's Obesity Prevention Demo
- Nutrition Labeling in Chain Restaurants
- Health Disparities—data collection and analysis
- Workforce preparation, retention, health behaviors
- \$15B over 10 years



National Physical Activity Plan: 40+ Strategies in 8 Sectors

- Public Health
- Health Care
- Education
- Transportation, Land Use, and Community Design
- Parks, Recreation, Fitness and Sports
- Business and Industry
- Volunteer and Non-Profit
- Mass Media



National Physical Activity Plan: Overarching Strategies

- Launch a grassroots advocacy effort
- Mount a national public education program, integrate with other health promotion
- Disseminate best practice models, programs, and policies
- Create a national resource center
- Establish center for PA policy development and research



Federal Task Force on Childhood Obesity (2010)

- 200+ Recommendations for the Federal, State/Local, Private Sectors in:
 - Early Childhood
 - Empowering Parents and Caregivers
 - Healthier Food in Schools
 - Access to Healthy, Affordable Food
 - Increasing Physical Activity



USDA Initiatives in the New Administration

- End childhood hunger by 2015; prevent childhood obesity
- Support DOE's *Race to the Top* (graduation rates)
- State targets for meeting *Healthier U.S. Schools Challenge*
- *Know Your Farmer, Know Your Food*
- Healthy Food Financing Initiative (\$400M, a la the Food Trust)
- Healthy Incentives Pilot (HIP) for SNAP
- Child Nutrition/WIC/SNAP-Ed Reauthorization?



Let's Move! Elements in First Lady's Initiative

- Help parents make healthier family choices
- Serve healthier food in schools
- Access healthy, affordable food
- Increase physical activity
- Partnership for a Healthier America—would help convene state, communities, non-profit and for-profit private sectors



The National Fruit and Vegetable Alliance (NFVA)

- Led by Produce for Better Health Foundation and CDC (formerly National 5 A Day Partnership)
- PBH and CDC license 2000+ partners for *Fruits & Veggies—More Matters™*
- Federal Agency Members: CDC, NCI, USDA
- Industry Members: Fresh, Frozen, Canned Trade Associations
- Voluntary Agency Members: ACS, ADA, AHA
- State Members: ASTPHND Council of State FV Coordinators, California Department of Public Health



The NFVA National Action Plan Includes:

- Promotion and Marketing
- Supermarkets, Retailers and Suppliers
- Restaurants and Other Food Service Establishments
- Schools, Child Care, Institutions Feeding Children
- Workplaces
- Health Care and Health Organizations
- Other Community Settings
- Research and Evaluation
- State and Federal Policy



What NFVA May Consider to Work with *Let's Move!*

- Engage all members of NFVA, others in private sector, be sustainable
- Think big and ambitious, but 2-5 priorities, maybe in phases
- Find 'models' of local programs that can be lifted up to adopt more widely
- Help find 'champions on the Hill', 'champions on the street'
- Aim for 'earned' and paid media, co-branding, event opportunities nationwide
- "Salad Bar in Every School" may be an motivating target with which other essential elements could be coupled; what do you think?



Conclusions

- As never before, the environment for change in nutrition, physical activity and food security is coalescing, dynamic, and fast-paced
- Consensus is emerging on goals, approaches, and end points
- National leadership is mobilizing, new players are stepping up, so the challenge is connecting dots and 'taking what-works to-scale' at all levels, with accountability and evaluation
- Challenges are to deal with resource limitations, stay connected, cooperate, and embrace opportunity
- *Network Champions for Change* (partners, consumers and youth!) have the foundation and many assets needed for being successful change agents, but we will need to find more

